Learning Conversation Notes	
Name of Partner: The Regents of the University of California – Ready to Succeed	Date: February 6, 2008

Conversation Participants:

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Outcome:

Parents/caregivers and professionals will have knowledge so that children in their care are supported in their early literacy development.

Performance Measures:

- Demographics according to the categories mandated in the First 5 Placer Demographic Tool. In addition the following will be required; number of children served directly, the number of children served indirectly and the number of parents/caregivers served.
- Results of surveys mailed/emailed to subscribers of the newsletter.
- Web-based comments derived from those who complete the online course and from online visitors.

Number of Children Indirectly Served: 1484	
When served: 7/1/2008 - 2/6/2008	
Gender:	
- Male	788
- Female	696
- Unknown	
Ages:	
- Less than 3	281
- 3-5	1129
Ethnicity:	
 Alaskan Native/ American Indian 	
- Asian	
- Black/African American	
 Hispanic/Latino 	
 Pacific Islander 	
- White	
- Multiracial	
- Other	
- Unknown	1484

What is this data telling us about achievement of outcomes?

<u>Demographics for Children Indirectly Served:</u>

- The demographic include parents that completed the online tutorial and providers who responded to the newsletter survey. (There may be some duplication).
- The majority of the children are 3 to 5 years old.
- Data about race/ethnicity is available on the parents and providers but not on the children. The child information will be available at the next learning conversation.
- There is no one from Tahoe accessing the web tutorial.
- The tutorial is not in Spanish.
- UCCE is reaching providers throughout the county. These providers are serving children that are in the 0 – 5 year old age range which is the target to receive the early literacy message.

Parent Demographics

- The demographics include 519 parents who have taken the tutorial and taken brochures at events. (86 males and 433 females)
- The events attract a broad ethnic base. The numbers are representative of ethnic diversity of the county. The community is changing and families are feeling more comfortable attending events.
- Parents living in the outlying geographic areas appear to be utilizing the online tutorial. This may indicate that providers may be sharing information with parents.

Provider Demographics

• The program is reaching a broad group of providers throughout the county.

Results of Surveys

- In addition to the 279 providers receiving the newsletter in the county, there are 115 subscribers from outside Placer County and 32 unknown location.
- The results show that the people reading and using the newsletter do have literacy knowledge and are using it for their children's early literacy development.
- Out of the 279 Placer County subscribers, 66 responded to the survey distributed in the Nov-Dec newsletter.
- The 66 providers who responded to the survey are sharing the newsletter with 514 others. (Including teachers, parents, spouse, friends, and others.)
- Providers view the newsletters as a resource and use it to support the early literacy of the children in their care.
- Among the responders, there is an even split between home-based and center-based programs.

 Overall, provider responses to the newsletter survey indicate they are gaining knowledge and using the newsletter as a resource to support the early literacy development of the children in their care.

Web-based comments

- The web-based comments generally come from the parents.
- The number of hits in January 2008 (3,929) was the highest number of hits in one month to date.
- On occasion, the news releases have triggered the news media to call resulting in additional news articles.
- During the online tutorial, parents are given positive and immediate feedback on their responses to increase their knowledge and practices of early literacy development.

In what ways will we apply what we learn?

- It would be a good to separate group responses from parents 0-2 and 3-5. Look at the response to see if there is a difference between the responders from 0-2 and 3-5 age groups.
- For the next learning conversation, obtain data from their sources to gather information on providers serving 0-2 providers.

Other points that were made during the conversation:

The brochures are distributed at events and are available on the website
 http://ceplacer.ucdavis.edu. The "Ready to Succeed" Program created five more
 brochures this year. A total of 2,618 brochures were distributed to date: 992 at events,
 1,626 by request.

Next Steps:

- For the online tutorial, a question will be added to ask whether this is the first time they have accessed the tutorial. If they have, their responses will be counted in the continuing column on the demographic tool.
- For the provider newsletter survey, a question will be added to ask whether this is the first time they have responded to the survey. If they have, their responses will be counted in the continuing column on the demographic tool
- Going forward, the program will work with the First 5 Evaluator to insure appropriate collection of all demographics as listed in the scope of work.
- Questions will be added to both the online tutorial and the newsletter survey to gather data related to the specific outcome of parent/caregiver knowledge and support of child early literacy development.
- UCCE will check with PCOE to help identify and reach providers who use electronic sources
 of information.

- UCCE will show the numbers and the percentages for the survey and the tutorial at the next learning conversations.
- The next Learning Conversation is scheduled for July 16, 1:15 4:45 p.m.